Australian Government
Grape and Wine Research and Development Corporation

FINAL REPORT TO GRAPE & WINE RESEARCH & DEVELOPMENT CORPORATION

Knowledge Management System



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Summary of project

In an endeavour to make industry information more accessible and increase the speed and efficiency of information retrieval, the Australian Wine and Brandy Corporation (AWBC) has developed a *Knowledge Management System (KMS),* an electronic catalogue of information and information resources. The catalogue has been made available on the AWBC website via a facility called *WINEFACTS Information Search*.

The project addressed the need to provide relevant, timely and accurate information and analysis to the wine sector and to other interested parties. Information catalogued includes statistics, information packages, website links, organisations, and both bibliographic and full-text databases of technical and scientific research.

Search facilities include both simple and advanced search screens. The simple search screen allows users to search by keyword and/or subject. The subject list is displayed in a drop-down box from which more detailed subject levels are offered allowing the user to further narrow their search terms. The advanced search screen allows the user to search by keyword, subject, author, date, publisher, and organisation. Once the search results are displayed, the user can search for similar items, items by the same author or publisher, or items with related keyword or subject categories.

All items viewed during a session are displayed in a "*products viewed this session*" section so that users can return to previously selected items. Items that are in the public domain can be downloaded immediately. For items for which there is a charge, information on how to purchase is provided.

Prior to the development of the *WINEFACTS Information Search,* all enquiries came to *The Wine Industry Information Centre* by phone, email or by referrals from external wine sector organisations. The Information Centre provides information and referrals to other organisations when relevant. With this development enquirers can search for information at all times and not be dependent on business hours of the Information Centre. External organisations can also refer enquirers to this facility.

As a central repository for information, *WINEFACTS Information Search* provides another avenue for those interested in the Australian wine sector. We anticipate that this facility will reduce the number of enquiries currently being taken by the AWBC Wine Industry Information Centre allowing for the development of more information packages.

Other wine sector organisations will be invited to use *WINEFACTS* for information that they wish to be widely distributed.

Background to the project

In 1998 the Wine Industry Information Centre commenced with the AWBC. The centre was co-funded by the AWBC and the Grape and Wine Research and Development Corporation (GWRDC) to provide a first point of contact for enquiries on the Australian wine sector. Previously there was duplication of effort by the various wine sector organisations in dealing with enquiries. During its first year of operation the *Information Centre* dealt with around 8000 enquiries. During this time the Internet grew and stakeholder expectations of being able to procure information on-line also increased. Therefore the development of an on-line catalogue of information was the logical next step.

Objectives of the project
The development objectives of *WINEFACTS Information Search* were as follows:

- Improve the decision making capacity in the Australian wine sector by improving the efficiency with which information is obtained, organised, maintained, accessed and distributed.
  - *WINEFACTS Information Search catalogue developed and available on-line. Regular maintenance procedures implemented*
- Provide the infrastructure for a directory to all existing or future catalogues of scientific, economic and marketing publications and papers
  - *WINEFACTS Information Search system developed*
- Improve access to research and development information by providing a tool to direct enquirers to information catalogues, information packages or to expert sources for specific queries.
  - *WINEFACTS Information Search on-line catalogue includes links to research providers and scientific and technical reports as well as full-text and bibliographic databases of technical and scientific research. As the Wine Industry Information Centre also refers enquirers to other organisations when relevant these sources of information are included in the WINEFACTS catalogue.*
- Improve access to general wine sector information through on-line services
  - *Wide variety of information offered via www.awbc.com.au, including WINEFACTS Statistics and WINEFACTS Information Search.*
- Create efficiencies in information dissemination by enabling a central clearing house for industry enquiries (The Wine Industry Information Centre) with a tool for effective handling of enquiries.
  - *The Wine Industry Information Officer identifies frequently asked questions, develops information packages and catalogues them in WINEFACTS Information Search. External stakeholder organisations redirect their enquiries to the Wine Industry Information Service. WINEFACTS Information Search is used by the Wine Industry Information Officer to ensure all enquirers are either provided with or informed of all available resources.*
- Meaningfully respond to enquiries that require different variations in the way primary data sets are manipulated and retrieved.
  - *Development of WINEFACTS Statistics includes a report builder by which users can access data sets and create customised reports which can then be downloaded to Excel. All WINEFACTS Statistics products are catalogued so that a range of statistical information can be located by enquirers.*
- Be able to improve industry information by having systems in place to record and analyse the nature of industry enquiries.
  - *All enquiries are recorded allowing reporting of number of enquiries receive, trends in client and enquiry types, speed of response, type of response and method by which the enquiry was made.*

The project involved the following stages:

- Development of a detailed functional specification to guide the development
- Outsourcing of the development
- Development within a content management system for ease of maintenance
- Technical infrastructure to provide the operational platform for the system
- Development of the catalogue of information and information sources
- Input of the catalogue into the *WINEFACTS Information Search* system
- Ongoing maintenance of the catalogue

Outputs and performance targets

- An operational, web enabled Knowledge Management System
- Development and maintenance of a catalogue of industry information

Recommendations for future developments

It is recommended that *WINEFACTS Information Search* be offered as an additional dissemination tool to external stakeholder organisations. The development of a password-protected on-line form for external organisations to add, amend and delete their own information records will extend their information dissemination facilities and increase awareness of the information available amongst stakeholders.

The catalogue contains information available on-line as well as information available on request. The catalogue record permits the inclusion of relevant contact details and information on purchasing or otherwise acquiring information products.